



Careless Love

Introduced this year by Golden State Nurseries (P.A.F.)

Golden State Nurseries

ROSES FOR 1956

3616 Roswell Road N. W.

Atlanta, Georgia

NEW ROSES

CARELESS LOVE

(P.A.F.) Golden State Nurseries proudly introduces the new hybrid tea rose illustrated on the front cover, available for the first time this year, and a rose you will treasure for a generation to come.

Careless Love is not just another rose. It is genuinely unique, and so distinctive no one could fail to recognize it instantly no matter where it was grown. Strikingly similar to a variegated camellia in coloring, it combines pink with white streaks or whole petals, rose and white, red and white, and occasionally you might be surprised to find a pure pink or an apricot yellow bloom right on the same stem as the others. This is not a rose affected in color by the sun; the new flowers remain the color visible at first opening. The parent of this remarkable variegated rose is Red Radiance, and from this parent Careless Love inherits vigor, sure-blooming qualities, hardiness, long life and unfailing reliability. The plants grow about 3 feet high and produce fragrant flowers steadily through the season.

If you add but one rose to your collection this year, let it be Careless Love. It is sure to be the conversation piece in your garden and the one you and your friends will return to time and again to exclaim over its beauty and to watch each bud unfold to a new variation and a new thrill.

\$2.50 each; 3 for \$6.60

LOVE SONG

(Pat. 1360) This new hybrid tea rose has as one of its parents the famous favorite, Peace, and the size of the bloom is identical. But the color is vastly richer, with the reverse side of the petals a deep yellow and the open flower a rich salmon-pink, tinted on the lower third of the petals with bright yellow. Sturdy, Peace-like plants and non-fading color make this fragrant new rose a worthwhile addition to your garden.

\$2.50 each; 3 for \$6.60

CIRCUS

(AARS) (Pat. 1382) The rose of the year, and the only All-America winner for 1956, Circus is a welcome newcomer to the floribunda class. The illustration below shows the earlier stages of the blooms, but for its full glory see the picture on page 17. Buds are orange and yellow and the early flower is pure yellow, changing rapidly in the sun to ever-increasing vividness through buff and pink to bright red. Ideal bedding shape and size (30 in.)

\$2.50 each; 3 for \$6.60

MONTEZUMA

(Pat. 1383) A brand new addition to the grandiflora class, Montezuma supplies a salmon-orange to rich scarlet-orange color to this group of big, vigorous roses. The plants grow to a height of at least 4 feet, with handsome foliage, compact columnar growth and many branches. Very long-lasting blooms.

\$2.75 each; 3 for \$7.20

CIRCUS
Floribunda



ROSES ARE OUR BUSINESS



JAY AND ELLEN HERRING IN THE HOME NURSERY

Dear Friends:

We are both very proud and happy to offer to our friends an exclusive Golden State Nurseries introduction this year. It is the product of years of observation and selection, a rose of unique qualities and great merit.

Careless Love, illustrated on the front cover, is recognizable anywhere—you've never seen a rose like it. It has vigor, hardiness, floriferousness, and is extremely easy to grow. Its parent, *Red Radiance*, has been famed for its reliability and this selection from that parent carries all its good qualities plus a rare and distinctive combination of colors. We know you'll like it and that your neighbors will exclaim over it.

We have just returned from one of our trips to the growing and testing grounds in California and Arizona and our enthusiasm knows no bound for the quality of plants we will be shipping this season. Although the supply is a little limited the growth is magnificent.

Our thanks for your patronage come to you with our catalog. We will try to show our appreciation by continuing to deliver the finest rose bushes from the finest growing areas in the land.

Yours for more beautiful gardens,

Jay and Ellen Herring

TIME OF SHIPMENT

Roses reach us from our California growing fields in late fall, and we begin making shipments immediately to customers whose orders are waiting. Shipping continues until April 15, and orders are filled in rotation as received. If you wish to have us ship your roses on a certain date, please specify on your order sheet and we will do our best to have them in the mail on that day.

HOW TO ORDER

Because of the cost of packing mail orders we must ask that you add 35c for handling if your order amounts to less than \$2.50.

All allowable discounts have been listed. 3 of a kind discount applies only when 3 or more of one variety are ordered. 10 plant discount on standard roses only on unbroken bundles of 10 plants of one variety. Send check or money order with your order.

We will make no mislabeled substitutions. If a variety ordered is sold out we will substitute another rose as near like it as possible, of equal or greater value. Each plant will bear its CORRECT NAME.

All roses are shipped postpaid.
Georgia customers add 3% sales tax.

OUR GUARANTEE TO YOU

We ship only top quality, No. 1 grade plants. Each and every variety is unconditionally guaranteed to be true to name and class and to reach you in perfect condition. Each plant is guaranteed to live and bloom the next normal blooming season after planting.

FURTHERMORE we guarantee your complete satisfaction. If you are dissatisfied with any plant or plants, notify us not later than the first June 20 following the date of shipment. We will replace free of any charge; you need not return the unsatisfactory plants.

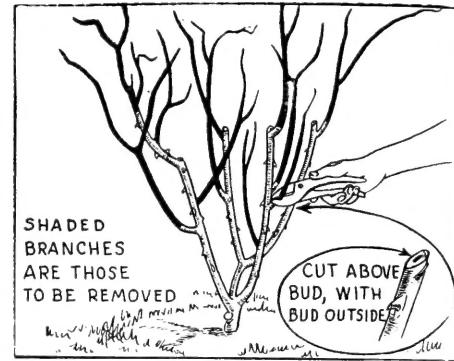
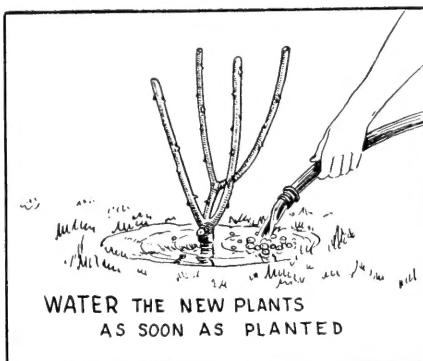
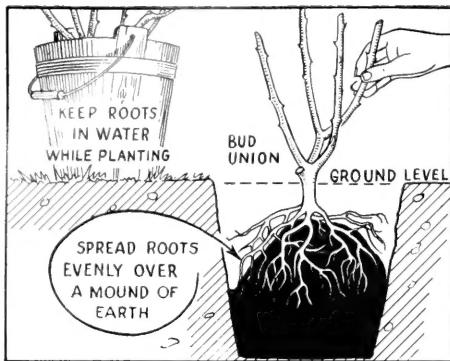
Please accept YOUR RESPONSIBILITY. Complete cultural instructions for roses begin on page 4. Follow these and be rewarded with strong, healthy plants and a profusion of lovely blooms.

JOIN THE AMERICAN ROSE SOCIETY

You are most cordially invited to become a member of the American Rose Society, a non-profit organization, serving rose lovers everywhere with numerous publications filled with interesting articles and advisory counsel. We will be glad to send you an application blank, or write directly to the American Rose Society, Columbus, Ohio. Membership dues are just \$4.50 a year.

BLOOMING ROSES IN CONTAINERS

At our nursery from late spring through summer and fall we have thousands of roses blooming in containers at slightly higher than catalog prices. These can be transplanted readily into your garden, but because they are growing plants they must be purchased at the nursery and cannot be shipped by mail.



Cultural Suggestions

to help you grow

ROSES IN THE SOUTHLAND

Selecting a Location

Roses grow best in full sun, but will give very satisfactory results if they receive no more than half a day of sunlight, particularly if they receive that half day during the morning hours. Choose your location so far as possible to avoid undue competition with shrub and tree roots.

Preparation of the Soil

If your intentions were honorable but your nice, new rose bushes arrived before you could put them into effect, then you need a quick but good way to prepare the soil for planting before the bushes dry out. I'd suggest this as a good method:

Dig a good sized hole, about 15 inches deep and 18 inches wide. If you are planting hybrid tea roses allow a minimum of 30 inches between plants; if you are making a hedge of floribundas, particularly the lower growing types, then dig a trench instead of individual holes and space the plants only a foot to 18 inches apart.

In the bottom of the hole place a 6 inch layer of a fifty-fifty mixture of dairy manure and peat moss. If your soil is of a heavy clay type, I suggest that you mix one-third woods earth or high grade top soil to two-thirds of your own clay soil before returning it to the hole. In addition, I find it good practice and a long-term benefit to add one to two pounds of bone meal to this mixture of soil. Do **not** use any commercial fertilizers at this stage. Bone meal will not injure the plants, but regular commercial fertilizers will burn them when used at planting time. Wait until the plant is well established (the Spring following planting when active growth is starting is a good time) before using this type of fertilizer.

If you were foresighted enough to have your soil preparation all completed before the rose bushes arrived, then you might follow a program like this one:

I like formal, straight beds for my roses, and I plan them according to the number of bushes to be set out. For instances, a bed 4½ feet wide by 20 feet long will

hold twenty roses. To prepare the bed I dig out all the soil to a depth of 15 or 16 inches. Then, as in the case of planting roses in individual holes, I put in a layer over-all of mixed dairy manure and peat moss, mixed half and half, to a depth of six inches. If the garden soil is heavy clay, I mix it thoroughly, 2 parts garden soil and one part woods soil, leaf mold or good top soil before returning it to the bed. If you have a compost pile this is the very spot to use it instead of the woods soil, but be sure your compost is well rotted.

The rose bed looks better with a border around it, and this border when made of brick or stone in the form of a low edging or retaining wall serves two additional and useful purposes. It keeps grass from spreading from the lawn into the rose bed, and it serves to hold the surface mulch (discussed later) from washing away.

Handling Bare Root Roses

We pack our roses to the very best of our ability and use the most modern methods to insure their safe, undamaged arrival in your hands. But this packing is at best a temporary protection to keep the plants in good condition during shipment. It is not suitable for storage. **So, unpack your roses on arrival.**

If it is at all possible, plant them at once. There is no spot so good for your new plants as Mother Earth herself.

If a day or two must elapse before you can get the roses planted, then unpack the bushes immediately, moisten the roots and cover them entirely from the air with damp peat or sphagnum moss. Let air reach the tops of the plants, but keep them in a cool place, sheltered from sunlight or wind.

If a week or more must pass before you can plant your roses, then the best thing to do is to bury them for the interval. This is a simple but effective method of storage. Select a spot that is shaded from the sun and dig a trench about 12 to 18 inches deep and as long as the rose bushes are high. Remove the wrappings from the plants and lay them flat in the trench. Cover immediately with moist soil, making sure that clods are broken

GOLDEN STATE NURSERIES

California Grown Roses

3616 ROSWELL ROAD, N.W.

ATLANTA, GEORGIA

Name.....
(Please print clearly)

Date.....

Street (or R.D.).....

City.....Zone No.....State.....

Express Office.....
(If different from P. O.)

NOTICE: We will make every effort to fill your order exactly as you want it, but if we are sold out of a variety we will substitute a similar one of equal or greater value unless you forbid us to do so by marking this box. **NO SUBSTITUTIONS**

AMOUNT ENCLOSED

\$.....

Check Money Order

Please reserve this space for us.

ORDER EARLY

In case of shortage it's "first come, first served."

Roses cannot be shipped after April 15.

| Quantity | HYBRID TEA ROSES | Each | 3 For | Total |
|----------|-------------------------------------|------|-------|-------|
| | Blanche Mallerin, page 10..... | 2.00 | 5.25 | |
| | Capistrano, page 11..... | 2.00 | 5.25 | |
| | Careless Love, page 2..... | 2.50 | 6.60 | |
| | Charles Mallerin, page 10..... | 2.50 | 6.60 | |
| | Charlotte Armstrong, page 12..... | 2.00 | 5.25 | |
| | Chrysler Imperial, page 12..... | 2.50 | 6.60 | |
| | Confidence, page 10..... | 2.00 | 5.25 | |
| | Contrast, page 21..... | 1.25 | ... | |
| | Countess Vandal, page 21..... | 1.25 | ... | |
| | Crimson Glory, page 21..... | 1.25 | ... | |
| | Dainty Bess, page 21..... | 1.25 | ... | |
| | Debonair, page 7..... | 1.75 | 4.65 | |
| | Dr. Debat, page 10..... | 2.00 | 5.25 | |
| | Eclipse, page 21..... | 1.25 | ... | |
| | Editor McFarland, page 21..... | 1.25 | ... | |
| | Etoile de Hollande, page 21..... | 1.25 | ... | |
| | First Love, page 9..... | 2.25 | 6.00 | |
| | Forty-niner, page 11..... | 2.25 | 6.00 | |
| | Frau Karl Druschki, page 21..... | 1.25 | ... | |
| | Girona, page 21..... | 1.25 | ... | |
| | Golden Harvest, page 21..... | 1.25 | ... | |
| | Golden Rapture, page 21..... | 1.25 | ... | |
| | Golden Scepter, page 8..... | 2.00 | 5.25 | |
| | Grande Duchesse Charlotte, page 8 | 2.00 | 5.25 | |
| | Happiness, page 7..... | 2.00 | 5.25 | |
| | Helen Traubel, page 12..... | 2.50 | 6.60 | |
| | Henry Ford, page 5..... | 2.25 | 6.00 | |
| | Kaiserin Auguste Viktoria, page 21. | 1.25 | ... | |
| | La Jolla, page 6..... | 2.75 | 7.20 | |
| | Love Song, page 2..... | 2.50 | 6.60 | |
| | Lowell Thomas, page 11..... | 2.00 | 5.25 | |

| Quantity | HYBRID TEA ROSES | Each | 3 For | Total |
|----------|-----------------------------------|------|-------|-------|
| | Mark Sullivan, page 7..... | 1.75 | 4.65 | |
| | McGredy's Scarlet, page 21..... | 1.25 | ... | |
| | McGredy's Yellow, page 21..... | 1.25 | ... | |
| | Mirandy, page 8..... | 2.00 | 5.25 | |
| | Mission Bells, page 8..... | 2.00 | 5.25 | |
| | Mojave, page 12..... | 2.75 | 7.20 | |
| | Mrs. P. S. DuPont, page 21..... | 1.25 | ... | |
| | New Yorker, page 6..... | 2.00 | 5.25 | |
| | Peace, page 12..... | 2.50 | 6.60 | |
| | Picture, page 21..... | 1.25 | ... | |
| | Pink Dawn, page 21..... | 1.25 | ... | |
| | Poinsettia, page 21..... | 1.25 | ... | |
| | President Eisenhower, page 5..... | 2.00 | 5.25 | |
| | President Hoover, page 21..... | 1.25 | ... | |
| | Radiance, page 21..... | 1.25 | ... | |
| | Red Radiance, page 21..... | 1.25 | ... | |
| | San Fernando, page 9..... | 1.75 | 4.65 | |
| | Show Girl, page 9..... | 2.00 | 5.25 | |
| | Sun Valley, page 5..... | 2.50 | 6.60 | |
| | Sutter's Gold, page 12..... | 2.25 | 6.00 | |
| | Sweet Sixteen, page 7..... | 1.75 | 4.65 | |
| | Tallyho, page 6 | 2.00 | 5.25 | |
| | The Doctor, page 21..... | 1.25 | ... | |
| | Tiffany, page 12..... | 2.75 | 7.20 | |

GRANDIFLORA ROSES

| | | | | |
|-------|-------------------------------|------|------|-------|
| | Buccaneer, page 14..... | 2.50 | 6.60 | |
| | Carousel, page 15..... | 2.00 | 5.25 | |
| | Montezuma, page 14..... | 2.75 | 7.20 | |
| | Queen Elizabeth, page 15..... | 2.75 | 7.20 | |
| | Roundelay, page 14..... | 2.75 | 7.20 | |

TOTAL

ROSE LIST CONTINUED OTHER SIDE

TOTAL

CONTINUE YOUR ORDER ON THE OTHER SIDE

BEGIN YOUR ORDER ON THE OTHER SIDE

| Quantity | FLORIBUNDA ROSES | Each | 3 For | Total |
|----------|--------------------------------|------|-------|-------|
| | Betty Prior, page 17..... | 1.50 | 3.90 | |
| | Cecile Brunner, page 18..... | 1.50 | ... | |
| | Charlie McCarthy, page 24..... | 2.00 | 5.25 | |
| | China Doll, page 24..... | 2.00 | 5.25 | |
| | Circus, pages 2 and 17..... | 2.50 | 6.60 | |
| | Crimson Rosette, page 18..... | 1.75 | 4.65 | |
| | Donald Prior, page 17..... | 1.50 | 3.90 | |
| | Fashion, page 17..... | 2.00 | 5.25 | |
| | Floradora, page 18..... | 1.25 | ... | |
| | Frolic, page 16..... | 2.00 | 5.25 | |
| | Garnette, page 16..... | 1.25 | ... | |
| | Golden Salmon, page 18..... | 1.25 | 3.30 | |
| | Goldilocks, page 17..... | 1.50 | 3.90 | |
| | Independence, page 18..... | 1.75 | 4.65 | |
| | Jiminy Cricket, page 17..... | 2.25 | 6.00 | |
| | Lilibet, page 18..... | 2.00 | 5.25 | |
| | Ma Perkins, page 18..... | 2.00 | 5.25 | |
| | Pink Rosette, page 18..... | 1.75 | 4.65 | |
| | Pinocchio, page 18..... | 1.50 | 3.90 | |
| | Redcap, page 24..... | 2.25 | 6.00 | |
| | Red Pinocchio, page 18..... | 1.50 | 3.90 | |
| | Vogue, page 18..... | 2.00 | 5.25 | |
| | White Pinocchio, page 18..... | 1.50 | 3.90 | |

COLLECTIONS (Order by number)

| Quantity | CLIMBING ROSES | Each | 3 For | Total |
|----------|-------------------------------------|------|-------|-------|
| | Improved Blaze, page 23..... | 1.35 | ... | |
| | Cl. Cecile Brunner, page 23..... | 1.50 | 3.90 | |
| | Cl. Charlotte Armstrong, page 23... | 2.50 | 6.60 | |
| | Cl. Crimson Glory, page 23..... | 2.50 | 6.60 | |
| | Descanso Pillar, page 23..... | 2.00 | 5.25 | |
| | Cl. Etoile de Hollande, page 23.... | 1.35 | 3.75 | |
| | Cl. Goldilocks, page 23..... | 2.50 | 6.60 | |
| | Gold Rush, page 23..... | 1.35 | 3.75 | |
| | Cl. Hadley, page 23..... | 1.35 | 3.75 | |
| | High Noon, page 23..... | 2.50 | 6.60 | |
| | Cl. K. A. Victoria, page 23..... | 1.35 | 3.75 | |
| | Paul Scarlet, page 23..... | 1.35 | ... | |
| | Cl. Peace, page 23 | 2.00 | 5.25 | |
| | Cl. Picture, page 23..... | 2.00 | 5.25 | |
| | Cl. Pres. Herbert Hoover, page 23.. | 1.35 | 3.75 | |
| | Cl. Show Girl, page 23..... | 2.00 | 5.25 | |
| | Cl. Snowbird, page 23..... | 1.35 | 3.75 | |
| | Cl. Sutter's Gold, page 23..... | 2.50 | 6.60 | |
| | Cl. Talisman, page 23..... | 1.35 | 3.75 | |
| | Yellow Banksia, page 23..... | 1.50 | 3.90 | |

T R E E R O S E S (Order by name)

TOTAL

Georgia Customers Add 3% Sales Tax

TOTAL

HYBRID TEA ROSES

SUN VALLEY

(Pat. 1135) New and non-fading, the strong, vibrant yellow color of this rose will take days and days of full sunshine and still look as brilliant as the hour the flower opened. A fine plant with disease-resistant foliage and long, straight stems.

\$2.50 each; 3 for \$6.60

HENRY FORD

(Pat. 1218) A new, clear peach-pink rose without a vestige of shading, and with an intense fragrance that answers the demand for this quality so often missing in otherwise good roses. Flowers are produced freely from lovely spiral buds. The bushes are rugged and vigorous. Limited quantity yet this year.

\$2.25 each; 3 for \$6.00

PRESIDENT EISENHOWER

(Pat. 1217) This very new variety has large ovoid buds which open to 4 to 5 inch blooms of rich, unfading, uniform rose-red. Upright, free-flowering bushes and leathery, disease resistant foliage. Old rose fragrance.

\$2.00 each; 3 for \$5.25

Collection No. 5

With this collection we begin a series that run through the whole catalog. You will see that the roses illustrated on each page are arranged to be good color companions, and then are offered in a group at a reduced price.

SUN VALLEY

HENRY FORD

PRESIDENT EISENHOWER

One of each variety,
value \$6.75, for.....

\$5.90

SUN VALLEY



HENRY FORD



PRESIDENT EISENHOWER

Collection No. 6

The three roses illustrated on this page.

NEW YORKER

TALLYHO

LA JOLLA

One plant each of these
three, value \$6.75, for.....

\$5.90



NEW YORKER



TALLYHO

NEW YORKER

(Pat. 823) The flowers are huge, and a dazzling, bright red, abundant through the growing season. Plants are vigorous, bushy, and only 3 feet tall. Completely non-fading.

\$2.00 each; 3 for \$5.25

TALLYHO

(Pat. 828) Plant is strong in every way—tall, vigorous, free-branching, with dark green, disease resistant, leathery foliage and a multitude of blooms. Flowers richly colored with bleeding-heart rose on inside of petals, accented by a stronger crimson on reverse. Buds and open flowers are perfect. Very fragrant.

\$2.00 each; 3 for \$5.25

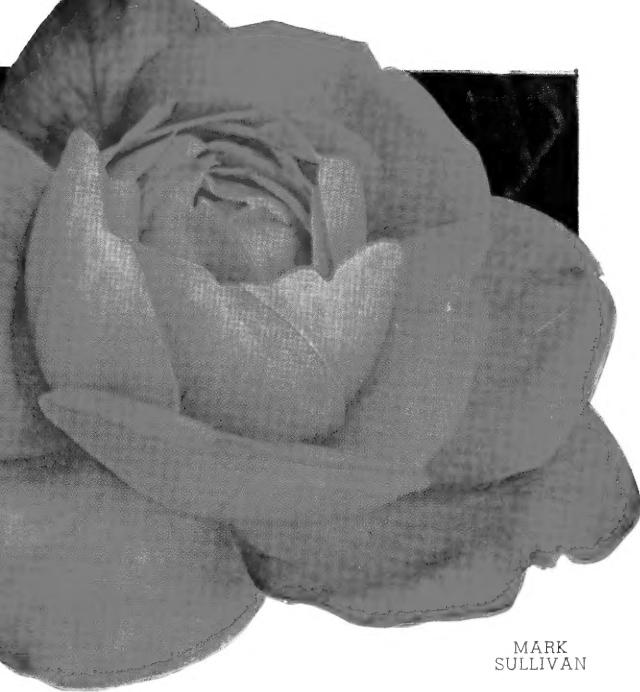
LA JOLLA

(Pat. 1103) Another Charlotte Armstrong seedling, this one in soft pastel shades of gold, cream and light pink, available for the first time last year. Larger than average plants, lots of shiny green foliage, and a wide range of adaptability make this one of the nicest "gentle-colored" roses you could hope to grow. The picture (below) tells the story.

\$2.75 each; 3 for \$7.25



LA JOLLA



MARK
SULLIVAN

MARK SULLIVAN

(Pat. 599) The buds are golden yellow, heavily veined with rose-pink and cerise; the open flowers make a magnificent display of color. Strong growing plant with dark green foliage. This rose really does its best in the warm weather when other kinds are reduced in number and size of bloom. The fragrance is as rich as the color.

\$1.75 each; 3 for \$4.65

SWEET SIXTEEN

(Pat. 631) As comely and sweet as a fresh young miss, this fragrant rose-pink flower is at its best in the spring and fall. The plants are upright and prolific. Flowers carry relatively few petals (16 to 20) which makes for superb form in the bud and partly opened bloom.

\$1.75 each; 3 for \$4.65

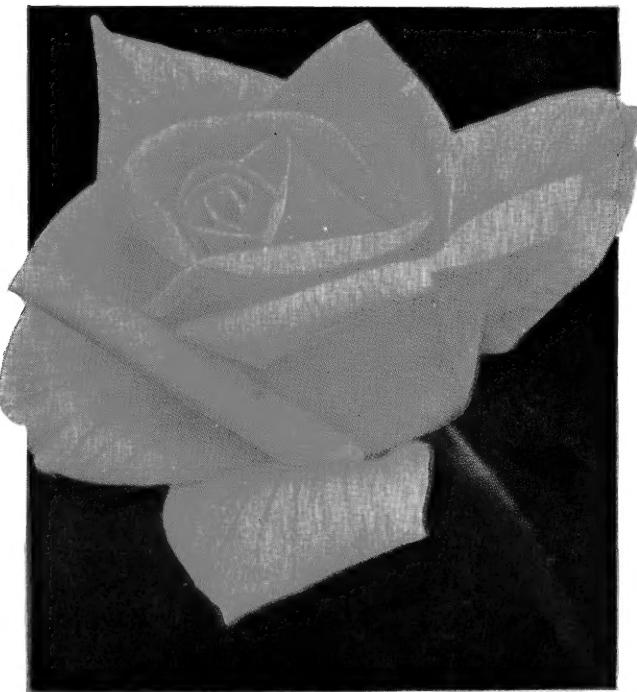
HAPPINESS

(Pat. 911) Brilliant, flaming red blooms with amazing substance and texture in the petals. You'll like the vivid color, and the fact that while it changes to carmine-crimson as it matures it does not blue. Fine for cutting.

\$2.00 each; 3 for \$5.25

DEBONAIR

(Pat. 677) Primrose-yellow, warmly fragrant, many petaled flowers produced steadily all summer long. The buds are tightly rolled and borne on as healthy a bush as you'll find in your garden. Medium height, with glossy, mildew-resistant foliage. \$1.75 each; 3 for \$4.65



DEBONAIR

Collection No. 7

The four major rose colors comprise this collection, with orange, pink, yellow and red all represented.

MARK SULLIVAN

DEBONAIR

SWEET SIXTEEN

HAPPINESS

\$6.35

One each of all four kinds,
value \$7.25, for just.....

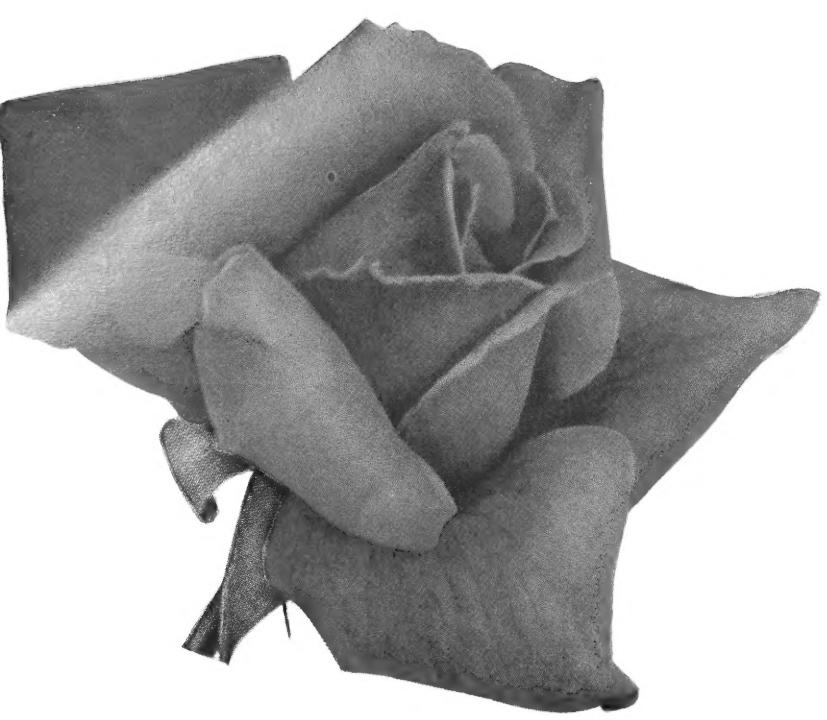


SWEET SIXTEEN



Happiness

HAPPINESS



GRANDE DUCHESSE CHARLOTTE

GRANDE DUCHESSE CHARLOTTE



(Pat. 774) If you haven't seen this rose blooming with others you can't imagine how distinctive it really is. The buds are burnt carmine, and the open flowers are begonia-rose. Richly fragrant, with the petals recurving as the flower develops. Plants are large and free-branching, with plenty of long-stemmed flowers for cutting.

\$2.00 each; 3 for \$5.25

MIRANDY



(Pat. 632) An AARS Award winner for 1945, it is a real man's rose, with big long pointed buds of deep red, with black shadings. This rose is at its peak of glory during the summer and early fall, when most varieties suffer from heat; its color and form are less attractive in cold, wet weather. Vigorous and free branching. Rich, full-bodied fragrance.

\$2.00 each; 3 for \$5.25

GOLDEN SCEPTER

(Pat. 910) The great advantage Golden Scepter holds over other yellow roses is its non-fading quality. The vivid, golden yellow color is as apparent in the fully open flower as in the slender, urn-shaped buds. The flowers unfurl slowly and hold in good condition on the plant for a surprisingly long time. A good vigorous plant, with lovely glossy foliage.

\$2.00 each; 3 for \$5.25

MISSION BELLS



(Pat. 923) Large, tapering, fiery salmon buds open to perfect blooms of clear salmon-pink, strongly on the salmon side. Wonderful tea-rose fragrance, long stems for cutting and beautiful, heavily branched bushes combined with the unique color made this rose an

\$2.00 each; 3 for \$5.25



Collection No. 8

A wide color range is again represented by the roses on this page.

GRANDE DUCHESSE
CHARLOTTE
MIRANDY
GOLDEN SCEPTER
MISSION BELLS

One each of these fine roses, value \$8.00, for just

\$7.00

SHOW GIRL

(Pat. 646) Show Girl has acquired world-wide honors. Long, almost carmine-colored buds open to a heavy-textured, elusively fragrant flower of rapturous pink. One of the distinctive characteristics of this variety is the fact that these lovely buds are among the very largest of all roses, and yet they are perfect in form and hold well when cut. Canes are large and sturdy and satisfactorily productive.

\$2.00 each; 3 for \$5.25

FIRST LOVE

(Pat. 921) The delicate, dawn pink color of this rose is utterly impossible to illustrate, but we assure you that it is not only of rare delicacy, but exceptional durability. The long, tapering buds are a joy to behold, and the vigorous, upright plants carry their flowers on long, slender stems, just right for cutting. Free-branching and free-blooming.

\$2.25 each; 3 for \$6.00

SAN FERNANDO

(Pat. 785) Rich, currant-red, long and pointed buds, opening into a most pleasing double flower of intense scarlet. In addition to its charm in color and form, San Fernando has that extra ingredient we all love so well, a rich and lasting spicy fragrance. Non-fading.

\$1.75 each; 3 for \$4.65

Collection No. 9

Each of the three roses illustrated here.

FIRST LOVE

SHOW GIRL

SAN FERNANDO

One plant of each,
value \$6.00, for

\$5.25

SHOW GIRL



DURING THE
SUMMER WE HAVE
ROSES IN
OUR NURSERY
BLOOMING
IN CONTAINERS
AT SLIGHTLY
HIGHER PRICES.
THEY CANNOT
BE MAILED.

FIRST LOVE



SAN FERNANDO



CONFIDENCE



CHARLES MALLERIN



DR. DEBAT

CONFIDENCE

(Pat. 1192) A tremendous rose. The buds are actually 2½ to 3 inches long, and the flower unfolds to a full 6 inches across. The coloring is superb, with the general effect a peach-toned pastel blend, most intricately contrived by the gradual melting of colors from the flash of yellow at the base of the petals through all stages to cameo-pink at the petal edges. Plants are well-branched, upright, bushy.

\$2.00 each; 3 for \$5.25

CHARLES MALLERIN

(Pat. 933) Have you been looking for a big, dark, midnight red rose to take the place of Night or one of the other deep reds that have so many flaws? Well, here's the one for you. Extremely velvety, black-red petals, broad, heavy and flaring make a thrilling rose; the fragrance is rich and satisfying. Best of all, in spite of its depth of color it does not blue with age. The recipient of many awards in England and France, this is a modern type hybrid tea with fine vigor, good foliage, and a good record for disease resistance.

\$2.50 each; 3 for \$6.60

DR. DEBAT

(Pat. 961) This is a seedling of Radiance, and while it has inherited strength, vigor, disease resistance and free blooming qualities from this dependable old variety, it has a decided advantage over its parent in the size and form of the flowers. The buds are long and beautifully formed, and the thick, broad petals unfurl into high-centered, ruffled, big 5 to 6 inch blooms of a fresh, smooth, clear pink. You'll find Dr. Debat dependable and most satisfying.

\$2.00 each; 3 for \$5.25

BLANCHE MALLERIN

(Pat. 594) Good white roses are few and far between, but Blanche Mallerin fills that need with distinction. Pure white, fragrant, and well-formed both in bud and flower. Plants are upright, and produce strong, wiry stems.

\$2.00 each; 3 for \$5.25

Collection No. 10

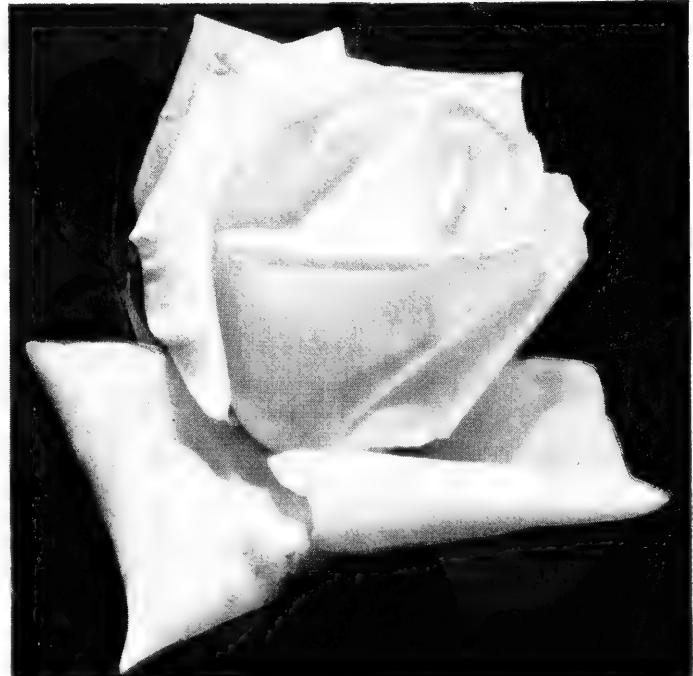
Peach pastel, deepest red, clear pink and white—all the way from the lightest to the darkest colors.

CONFIDENCE
DR. DEBAT

CHARLES MALLERIN
BLANCHE MALLERIN

One each of these four
fine roses, value \$8.50, for

\$7.45



BLANCHE MALLERIN

Collection No. 11

Three popular varieties:

CAPISTRANO

FORTY-NINER

LOWELL THOMAS

One plant of each,
value \$6.25, for.....

\$5.45

FORTY-NINER

(Pat. 792) By far the most startling of all the bi-colors. Inside petals is a very pronounced oriental red, outside chrome to straw yellow, forming a startling contrast. Plant is tall and upright, branching moderately, with straight, sturdy stems and very few thorns. Mildly fragrant.

\$2.25 each; 3 for \$6.00

LOWELL THOMAS

(Pat. 595) Absolute reliability combined with a steady succession of blooms all season long, make Lowell Thomas well-loved in the Southland. Buds are long and well-formed, of a bright golden yellow, carried on long, leafy stems. The open flower is of a delicate, light yellow which serves as a charming contrast to some of the strong reds and pinks in your rose garden.

\$2.00 each; 3 for \$5.25

CAPISTRANO

(Pat. 922) Beautiful long tapering buds of bright cherry-red open to large, long-lasting, perfectly formed blooms of a clear, sparkling rose-pink. The flowers are nearly always borne singly on long, slender stems, ideal for cutting, and the rich rose fragrance lends added charm to the bouquet. One of the most vigorous rose bushes ever produced, the plants carry a wealth of large, shiny green leaves.

\$2.00 each; 3 for \$5.25



CAPISTRANO



FORTY-
NINER



LOWELL THOMAS

THE SEVEN BEST HYBRID TEA ROSES FOR SO

PEACE

 (Pat. 591) The buds are golden yellow with a flash of pink along the petal edges. Flowers open very wily, giving long-lasting blooms showing delicate hints of yellow and pale gold. Long, straight stems and handsome, shining, dark green foliage.

\$2.50 each; 3 for \$6.60

TIFFANY

 (Pat. 1304) The All-America winning rose in the hybrid tea class for 1955. The illustration shows this handsome progeny of Charlotte Armstrong x Girona in its liveliest fall coloring. During the blooming season the flowers vary in lighter shades of this same phlox pink, always with the accent of yellow at the base of the petals. Bushy, vigorous, free-blooming plants; remarkably long-lasting flowers. \$2.75 each; 3 for \$7.20

CHRYSLER IMPERIAL

 (Pat. 1167) All-America Rose Selections winner for 1953. The fragrant flowers are from 4½ to 5 inches across when fully open, and are borne singly on sturdy, long stems, ideal for cutting. The buds are a joy to behold, opening very slowly but never failing to open, and revealing new depths of rich crimson red color as each petal unfurls. Heavy, dark green foliage borne well to the base of the plant, combined with compact, well-balanced bushes make it a handsome garden shrub. \$2.50 each; 3 for \$6.60

MOJAVE

 (Pat. 1176) All-America winner for 1954, this brilliant orange rose immediately leads its color class. The orange is made even more fiery by modifying tones of salmon and apricot in warm weather and hot red flares in cooler seasons. Big, healthy plants; long stems. \$2.75 each; 3 for \$7.20

CHARLOTE ARMSTRONG

 (Pat. 455) There has to be a "best of all," and Charlotte Armstrong, in most people's opinion, is that rose. It is by far the most popular rose in the South. Long, shapely carmine buds, and gorgeous cerise flowers of perfect form and giant size. It deserves a place in every garden. \$2.00 each; 3 for \$5.25

HELEN TRAUBEL

 (Pat. 1028) Although this is a new rose (winning All-America honors in 1952) it has already captured an important place in all parts of the country. It is quite variable in color, which is one of its charms, since there is not one of its aspects which is not delightful. The color changes with the weather from a light, sparkling pink to a gorgeous, luminous apricot. The unusually large, long buds and magnificent half-open to full-open flowers will delight everyone who sees it in your garden. The plants themselves are a pleasure for any gardener, since they require no pampering to reach their bigger-than-average size. \$2.50 each; 3 for \$6.60

SUTTER'S GOLD

 (Pat. 885) Truly a great rose, with exquisite, long pointed buds of rich yellow, shaded with orange and red borne on long, strong stems, excellent for cutting. Big, lus'y plants with disease-resistant foliage. Spicy fragrance. \$2.25 each; 3 for \$6.00

TIFFANY



SOUTHERN GARDENS

Collection No. 1 The Seven Best for the South

PEACE • TIFFANY • CHRYSLER IMPERIAL • MOJAVE
CHARLOTTE ARMSTRONG • HELEN TRAUBEL • SUTTER'S GOLD

One each of these 7 superb
roses, value \$17.25, for.....

\$15.10



PEACE

HELEN TRAUBEL

GRANDIFLORA—the

WHAT ARE GRANDIFLORAS?

The class of roses called Grandiflora is the result of inter-type breeding by hybridizers. It is made up of roses which are part hybrid and part floribunda. The result of this breeding is a flower that is very similar to hybrid tea in size and form, but with the tendency to form clusters of blooms on a stem instead of single roses. In this way there is obtained a large, handsome flower in greater profusion than in the teas. But still another result is obtained, and this is an identifying characteristic of the class. The plants are very large and vigorous as a result of the hybrid vigor obtained through crossing these different types. You'll find plants from 4 to 6 feet tall, and keeping this in mind will help you place them properly, either as a group of grandifloras alone or as the tall plants in the back of your hybrid tea planting.



MONTEZUMA

MONTEZUMA

(Pat. 1383) New this year, Montezuma brings a new color to this class. It has a brilliance of hue which commands attention, its summer tone being a bright salmon-orange and its spring and fall hue a deeper scarlet-orange. The buds are long and tapering and the flowers hybrid tea in character and very long-lasting. The plants grow 4 feet tall or more, with a distinctive slender form, although the canes are free branching and very vigorous. The foliage is faultless. If you now have Buccaneer this is an excellent companion variety.

\$2.75 each; 3 for \$7.20

ROUNDELAY

(Pat. 1280) A good example of the grandiflora advantage in profusion of bloom, you'll find Roundelay produces flowers every bit as well-formed, high-centered and graceful as hybrid teas, but about three times as many to the plant as your favorite hybrid tea. The vigorous size of the plant has a lot to do with this, but the habit of putting several blooms on a stem is the real secret. The color of this rose is pure, luminous red, and it possesses both fragrance and long-lasting qualities. Flowers are medium in size and the plants about 4 feet in height.

\$2.75 each; 3 for \$7.20

BUCCANEER

(Pat. 1119) Buccaneer is one of the reasons for the existence of the grandiflora class. While it is new to the public it has been waiting for introduction for some time. The rose had a host of fine qualities, but the breeder who created the variety was unable to fit it into the scheme of things before the grandiflora class was acknowledged. The blooms were hybrid tea size and type, the sunshine yellow color was non-fading and bright, the buds were long and tapering, and the open bloom was long-lasting to an extreme degree. But the plants were just bigger and huskier than anything in the hybrid tea class, and to introduce it as a hybrid tea would have been misleading, since it towers so grandly above them in stature. But now there is a place for this fine rose, the only yellow in the class, and if you locate it properly where it will not obscure less robust plants you'll find that its 5 to 6 foot height will be an advantage and a pleasure well worth having.

\$2.50 each; 3 for \$6.60



ROUNDELAY

exciting new class of roses

QUEEN ELIZABETH

 (Pat. 1259) All-America winner in 1955 and possessed of the same fine vigor, plant height and floriferousness which makes grandifloras such a useful class of roses. It has high-centered, pure pink blooms in great profusion—hybrid tea quality with floribunda quantity. Strongly disease-resistant. \$2.75 each; 3 for \$7.20

CARROUSEL

(Pat. 1066) Winner of a special gold medal from the Rose Society and the proud holder of a phenomenally high 9.2 rating by the same American Rose Society, Carrousel is a trouble-free, intense, dark velvety red rose so universally admired that a garden is incomplete without it. Mildew resistant to a high degree, prolific, and lovely in form. \$2.00 each; 3 for \$5.25

THESE GRANDIFLORAS

and most other varieties are available at the nursery (not by mail) growing in containers during the spring and summer. Prices for these blooming plants are slightly higher than the bare-root prices quoted here.



BUCCANEER



QUEEN ELIZABETH



CARROUSEL

Collection No. 15

GRANDIFLORA ROSES

In this collection we offer every rose in the grandiflora class, a fine opportunity to enjoy each of these new varieties and to make an exclusively grandiflora planting.

MONTEZUMA
ROUNDELAY
BUCCANEER
CARROUSEL

QUEEN ELIZABETH

One plant each of these five,
value \$12.75, for only.....

\$11.15

FLORIBUNDA ROSES

GARNETTE

Small flowers of deepest red, carried in tight clusters. The plants are low-growing and neat, in fact, this is that charming potted plant you may have seen in the florist shops. It's perfectly hardy outdoors and extremely long lasting as a cut flower.

\$1.25 each; 3 for \$3.30; 25 for \$25.00

FROLIC

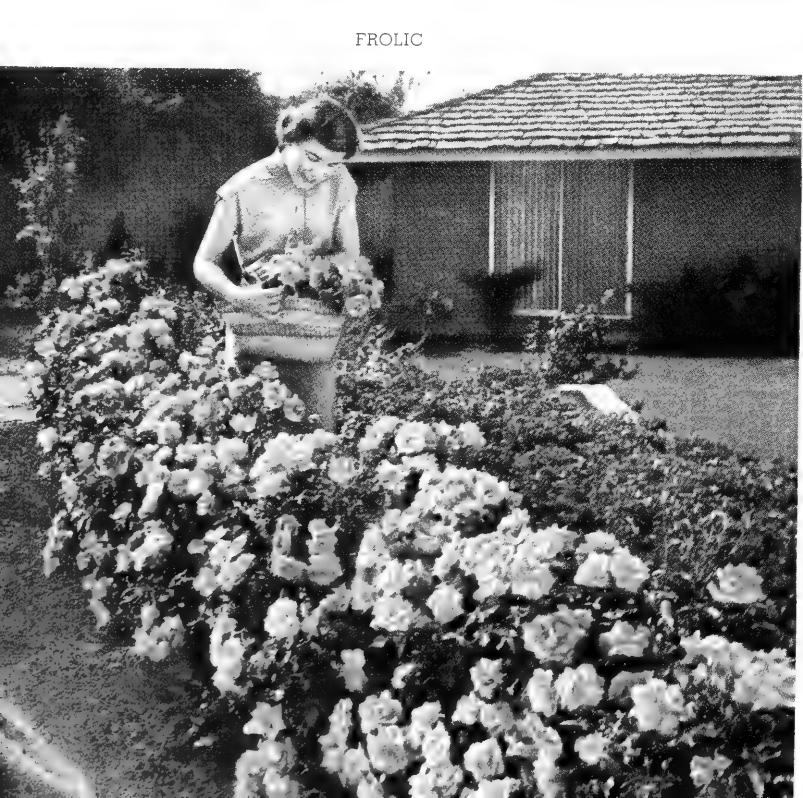
(Pat. 1179) As you can see by the illustration below, Frolic makes a tremendous display as a border plant, carrying masses of flowers in great trusses well above the foliage. You'll be delighted with the clear pink color, the upright, vigorous growth, and most of all with those countless blooms. Plants are medium in height and make good single specimens, too.

\$2.00 each; 3 for \$5.25; 25 for \$40.00

FASHION



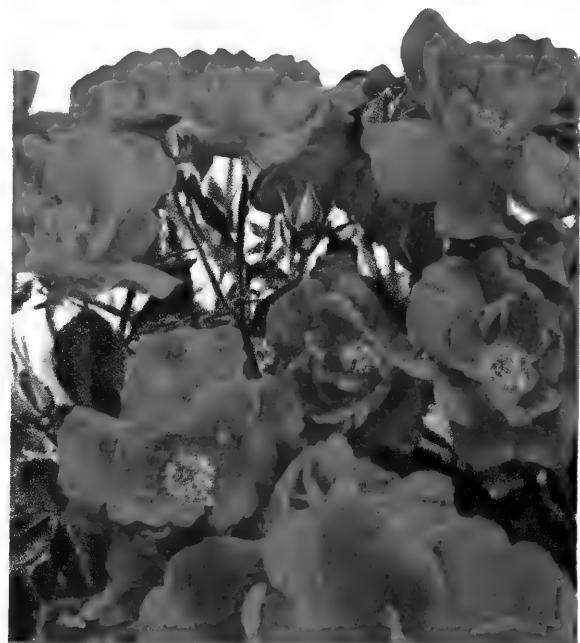
GARNETTE



FROLIC



BETTY PRIOR



DONALD PRIOR

FASHION

 (Pat. 789) Hundreds of coral-pink or coral-peach blooms of a color not found at all in hybrid tea roses. The suffusion of gold in each flower lends brilliance and at the same time a softness to the flower. Plants are good and vigorous with neat, glossy foliage and a height of 2½ to 3 feet. \$2.00 each; 3 for \$5.25; 25 for \$40.00

BETTY PRIOR

(Pat. 340) One of the taller floribundas with plants from 3 to 3½ feet and an immense mass of bloom. Flowers are 5-petaled opening to shell-pink from a lively red bud. Plants are both vigorous and healthy. \$1.50 each; 3 for \$3.90; 25 for \$30.00

DONALD PRIOR

(Pat. 377) Dark cherry-red blooms of 12-petaled form are borne freely on a rugged 2½ to 3 foot plant. Blooms all summer and does it year after year. \$1.50 each; 3 for \$3.90; 25 for \$30.00

JIMINY CRICKET

 (Pat. 1346) The winning floribunda rose in the All-America selections for 1955, and a very brilliantly colored variety. It carries great bursts of orange-red blooms which turn to coral-pink with age, and it repeats steadily all season long. Plants are upright to 4 ft. tall with glossy, disease-resistant foliage. Pleasing damask fragrance. \$2.25 each; 3 for \$6.00; 25 for \$45.00

GOLDILOCKS

(Pat. 672) In our opinion the best yellow floribunda because it has a longer season of bloom than any other yellow. Blooms are very double and up to 3 inches across. Plants grow 2½ ft. high, and have ample, glossy, disease-resistant foliage. \$1.50 each; 3 for \$3.90, 25 for \$30.00.

CIRCUS

 (Pat. 1382) All-America winner for 1956, and a rose of great interest because of its ability to change color as the flower is exposed to the sun. Buds are orange and yellow, and the flower opens to yellow, changing rapidly and successively to orange, orange and pink, and finally bright red. Plants are low and compact. \$2.50 each; 3 for \$6.60; 25 for \$50.00



JIMINY CRICKET



CIRCUS—The All-America Rose of the Year



GOLDILOCKS



MA PERKINS



VOGUE

CHARLIE McCARTHY
Pictured and described on the back cover.

CHINA DOLL
Pictured and described on the back cover.

REDCAP
Pictured and described on the back cover.

MA PERKINS
(Pat. 1143) All-America winner for 1953.
 The blooms start out suffused heavily with yellow, but as the flowers develop this tone changes to a peach shade with shades of red in the outer petals. In the final stages the flowers are shell pink. Disease resistant.

\$2.00 each; 3 for \$5.25; 25 for \$40.00

VOGUE
(Pat. 926) Flowers are borne in clusters, but the surprising thing is that each rose may measure up to 4 inches across. The color is fine indeed, being a vivid cherry-coral. Free-blooming and fragrant. Plants are sturdy and grow up to 3 feet tall.

\$2.00 each; 3 for \$5.25; 25 for \$40.00

CECILE BRUNNER
This is a true polyantha rose, with tiny pink buds and flowers on wiry stems held well above the foliage. Everything about this "Sweetheart Rose" is dainty. Plants grow only 1 to 1 1/2 feet tall.

\$1.50 each; 3 for \$3.90; 25 for \$30.00

FLORADORA
(Pat. 925) Nothing like it! The color is an astonishing cinnabar-red that just screams for attention and never fails to get it. Great clusters of 8 to 12 flowers in a group. 2 1/2 to 3 ft. tall.

\$1.25 each; 3 for \$3.30; 25 for \$25.00

INDEPENDENCE
(Pat. 1038) Exceedingly bright, fire-cracker red blooms, orange-scarlet in tone, carried in clusters of 6 or more, each flower up to 4 inches across. Bushes are compact, heavily foliated, 2 1/2 to 3 feet tall. Non-fading; mildly fragrant.

\$1.75 each; 3 for \$4.65; 25 for \$35.00

LILIBET
(Pat. 1209) All-America winner for 1954.
 Light rose, melting into dawn pink, it blooms continuously, resists mildew and black spot, makes a wonderful hedge. Particularly attractive buds.

\$2.00 each; 3 for \$5.25; 25 for \$40.00



RED PINOCCHIO

PINOCCHIO
(Pat. 484) This is one of the varieties that brought on the current popularity of floribundas. Large numbers of buds in big sprays colored rich salmon and flushed with gold, opening to attractive double blooms of soft, clear pink. It is very hardy, free-blooming and well branched. Grows about 2 feet tall.

\$1.50 each; 3 for \$3.90; 25 for \$30.00

RED PINOCCHIO

(Pat. 812) One of the best red floribundas, this long-lasting flower combines the best qualities of Pinocchio and Donald Prior. The blooms are borne in large, rich scarlet clusters, sometimes appearing as a much deeper red. Vigorous and hardy.

\$1.50 each; 3 for \$3.90; 25 for \$30.00

WHITE PINOCCHIO

(Pat. 1010) Cream colored in bud and pure white in open flower, this variety is just like Pinocchio in size of plant and bloom. Great clusters of up to 30 blooms in each large truss.

\$1.50 each; 3 for \$3.90; 25 for \$30.00

CRIMSON ROSETTE

(Pat. 901) Large, open clusters of distinctive style flowers borne in very great profusion all season long. The buds and open blossoms are brilliant crimson, but the form of the flower with its tight rosette of 50 or more petals and its formal yet delicate appearance will be the characteristics that win you.

\$1.75 each; 3 for \$4.65; 25 for \$35.00

PINK ROSETTE

(Pat. 902) Just like its companion plant, Crimson Rosette, except that the flowers are of a pink shade.

\$1.75 each; 3 for \$4.65; 25 for \$35.00

GOLDEN SALMON

As the name implies the color of this polyantha rose is golden salmon, but these words fail to indicate the intense, fiery shade the rose brings to your garden. The color is rich, luminous and shimmering, with the flowers produced in full trusses on vigorous and healthy medium-sized bushes. Blooms all summer long.

\$1.25 each; 3 for \$3.30; 25 for \$25.00

DESCANSO PLANT FOOD

We use and recommend Descanso Plant Food for roses. 1 lb. \$1.15; 5 lbs. \$3.95; 25 lbs. \$12.50 postpaid.

Golden State Tree Roses



ECLIPSE TREE ROSE

Tree roses provide an excellent variation in your plantings and are peculiarly adapted to uses not filled by bush or climbing roses. They are superb as a formal border on each side of a walk, as points of interest in general flower borders, as doorway plantings, and as dependable flowering shrubs of sufficient height to do background service. We have tree roses in bare root during January, February and March at the prices quoted here. Blooming plants in containers are available at slightly higher prices at the nursery but cannot be sent by mail. **Prices are as follows: \$5.45 each; 10 for \$50.00. If your roses are to be sent bare root by mail, add 50 cents for each plant for packing charge.**

BUCCANEER

(Pat. 1119) Non-fading bright, sunny yellow.

CARROUSEL

(Pat. 1066) Mildew-free, dark red award winner.

CHARLOTTE ARMSTRONG

(Pat. 455) The favorite rose of the South. Cerise.

CHRYSLER IMPERIAL

(Pat. 1167) Rich red, full fragrant flowers. Long-lasting.

COUNTESS VANDAL

The lovely pink, copper and rose old-time favorite.

ETOILE DE HOLLANDE

One of the most famous of the red roses. Beautiful.

CRIMSON GLORY

Deep, deep red with wonderful buds and fragrance.

ECLIPSE

Fine light yellow of many years standing. Popular.

FLORADORA

Unique brick-red color and lots of floribunda blooms.

FORTY-NINER

(Pat. 792) Red on the petal face, straw yellow on the back.

HELEN TRAUBEL

(Pat. 1028) Pink to apricot. One of the best for South.

McGREDY'S YELLOW

Clear, soft yellow blooms.

MOJAVE

(Pat. 1176) Orange-scarlet prize-winner.

MONTEZUMA

(Pat. 1382) Brand new salmon-orange grandiflora.

PEACE

(Pat. 591) The yellow rose everybody knows.

PICTURE

Clear, light silvery pink. Excellent buds.

QUEEN ELIZABETH

(Pat. 1259) All-America winning grandiflora pink.

SHOW GIRL

(Pat. 646) Heavy textured, beautiful pink.

SNOWBIRD

White flowers in the floribunda form.

SUTTER'S GOLD

(Pat. 885) Yellow shaded orange and red. Excellent.

TIFFANY

(Pat. 1304) Light pink with yellow at base of petals.

ALL TREE ROSES ARE BUDED ON 38 INCH STANDARDS

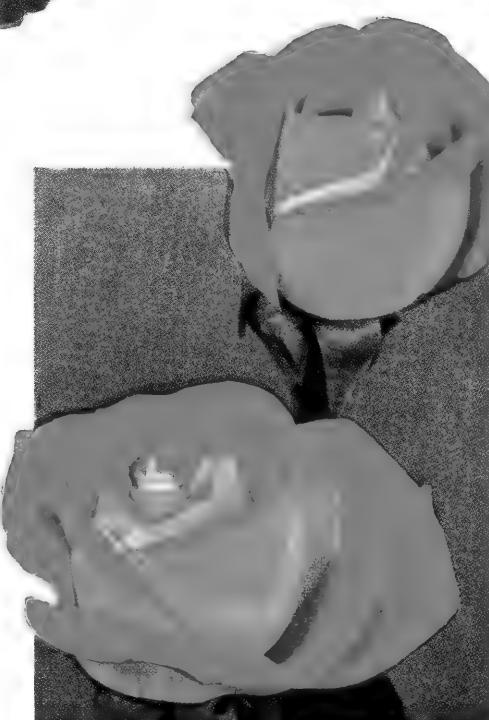
McGREDY'S
YELLOW



ETOILE DE
HOLLANDE



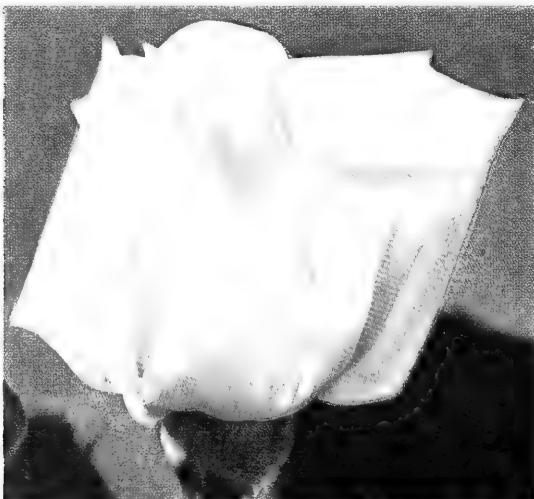
PINK DAWN



CONTRAST



PICTURE



GIRONA



KAISERIN AUGUSTE VIKTORIA

GOLDEN STATE NURSERIES

California Grown Roses

3616 ROSWELL ROAD, N.W.

ATLANTA, GEORGIA

Name.....
(Please print clearly)

Date.....

Street (or R.D.).....

City..... Zone No..... State.....

Express Office.....
(If different from P. O.)

NOTICE: We will make every effort to fill your order exactly as you want it, but if we are sold out of a variety we will substitute a similar one of equal or greater value unless you forbid us to do so by marking this box. **NO SUBSTITUTIONS**

| AMOUNT ENCLOSED | |
|--------------------------------|--------------------------------------|
| \$..... | |
| Check <input type="checkbox"/> | Money Order <input type="checkbox"/> |

Please reserve this space for us.

ORDER EARLY

In case of shortage it's "first come, first served."
Roses cannot be shipped after April 15.

| Quantity | H Y B R I D T E A R O S E S | Each | 3 For | Total |
|----------|-------------------------------------|------|-------|-------|
| | Blanche Mallerin, page 10..... | 2.00 | 5.25 | |
| | Capistrano, page 11..... | 2.00 | 5.25 | |
| | Careless Love, page 2..... | 2.50 | 6.60 | |
| | Charles Mallerin, page 10..... | 2.50 | 6.60 | |
| | Charlotte Armstrong, page 12..... | 2.00 | 5.25 | |
| | Chrysler Imperial, page 12..... | 2.50 | 6.60 | |
| | Confidence, page 10..... | 2.00 | 5.25 | |
| | Contrast, page 21..... | 1.25 | ... | |
| | Countess Vandal, page 21..... | 1.25 | ... | |
| | Crimson Glory, page 21..... | 1.25 | ... | |
| | Dainty Bess, page 21..... | 1.25 | ... | |
| | Debonair, page 7..... | 1.75 | 4.65 | |
| | Dr. Debat, page 10..... | 2.00 | 5.25 | |
| | Eclipse, page 21..... | 1.25 | ... | |
| | Editor McFarland, page 21..... | 1.25 | ... | |
| | Etoile de Hollande, page 21..... | 1.25 | ... | |
| | First Love, page 9..... | 2.25 | 6.00 | |
| | Forty-niner, page 11..... | 2.25 | 6.00 | |
| | Frau Karl Druschki, page 21..... | 1.25 | ... | |
| | Girona, page 21..... | 1.25 | ... | |
| | Golden Harvest, page 21..... | 1.25 | ... | |
| | Golden Rapture, page 21..... | 1.25 | ... | |
| | Golden Scepter, page 8..... | 2.00 | 5.25 | |
| | Grande Duchesse Charlotte, page 8 | 2.00 | 5.25 | |
| | Happiness, page 7..... | 2.00 | 5.25 | |
| | Helen Traubel, page 12..... | 2.50 | 6.60 | |
| | Henry Ford, page 5..... | 2.25 | 6.00 | |
| | Kaiserin Auguste Viktoria, page 21. | 1.25 | ... | |
| | La Jolla, page 6..... | 2.75 | 7.20 | |
| | Love Song, page 2..... | 2.50 | 6.60 | |
| | Lowell Thomas, page 11..... | 2.00 | 5.25 | |

TOTAL

| Quantity | H Y B R I D T E A R O S E S | Each | 3 For | Total |
|----------|-----------------------------------|------|-------|-------|
| | Mark Sullivan, page 7..... | 1.75 | 4.65 | |
| | McGredy's Scarlet, page 21..... | 1.25 | ... | |
| | McGredy's Yellow, page 21..... | 1.25 | ... | |
| | Mirandy, page 8..... | 2.00 | 5.25 | |
| | Mission Bells, page 8..... | 2.00 | 5.25 | |
| | Mojave, page 12..... | 2.75 | 7.20 | |
| | Mrs. P. S. DuPont, page 21..... | 1.25 | ... | |
| | New Yorker, page 6..... | 2.00 | 5.25 | |
| | Peace, page 12..... | 2.50 | 6.60 | |
| | Picture, page 21..... | 1.25 | ... | |
| | Pink Dawn, page 21..... | 1.25 | ... | |
| | Poinsettia, page 21..... | 1.25 | ... | |
| | President Eisenhower, page 5..... | 2.00 | 5.25 | |
| | President Hoover, page 21..... | 1.25 | ... | |
| | Radiance, page 21..... | 1.25 | ... | |
| | Red Radiance, page 21..... | 1.25 | ... | |
| | San Fernando, page 9..... | 1.75 | 4.65 | |
| | Show Girl, page 9..... | 2.00 | 5.25 | |
| | Sun Valley, page 5..... | 2.50 | 6.60 | |
| | Sutter's Gold, page 12..... | 2.25 | 6.00 | |
| | Sweet Sixteen, page 7..... | 1.75 | 4.65 | |
| | Tallyho, page 6 | 2.00 | 5.25 | |
| | The Doctor, page 21..... | 1.25 | ... | |
| | Tiffany, page 12..... | 2.75 | 7.20 | |

GRANDIFLORA ROSES

| | | | | |
|-------|-------------------------------|------|------|-------|
| | Buccaneer, page 14..... | 2.50 | 6.60 | |
| | Carousel, page 15..... | 2.00 | 5.25 | |
| | Montezuma, page 14..... | 2.75 | 7.20 | |
| | Queen Elizabeth, page 15..... | 2.75 | 7.20 | |
| | Roundelay, page 14..... | 2.75 | 7.20 | |

ROSE LIST CONTINUED OTHER SIDE **TOTAL**

CONTINUE YOUR ORDER ON THE OTHER SIDE

BEGIN YOUR ORDER ON THE OTHER SIDE

| Quantity | FLORIBUNDA ROSES | Each | 3 For | Total |
|----------|--------------------------------|------|-------|-------|
| | Betty Prior, page 17..... | 1.50 | 3.90 | |
| | Cecile Brunner, page 18..... | 1.50 | ... | |
| | Charlie McCarthy, page 24..... | 2.00 | 5.25 | |
| | China Doll, page 24..... | 2.00 | 5.25 | |
| | Circus, pages 2 and 17..... | 2.50 | 6.60 | |
| | Crimson Rosette, page 18..... | 1.75 | 4.65 | |
| | Donald Prior, page 17..... | 1.50 | 3.90 | |
| | Fashion, page 17..... | 2.00 | 5.25 | |
| | Floradora, page 18..... | 1.25 | ... | |
| | Frolic, page 16..... | 2.00 | 5.25 | |
| | Garnette, page 16..... | 1.25 | ... | |
| | Golden Salmon, page 18..... | 1.25 | 3.30 | |
| | Goldilocks, page 17..... | 1.50 | 3.90 | |
| | Independence, page 18..... | 1.75 | 4.65 | |
| | Jiminy Cricket, page 17..... | 2.25 | 6.00 | |
| | Lilbet, page 18..... | 2.00 | 5.25 | |
| | Ma Perkins, page 18..... | 2.00 | 5.25 | |
| | Pink Rosette, page 18..... | 1.75 | 4.65 | |
| | Pinocchio, page 18..... | 1.50 | 3.90 | |
| | Redcap, page 24..... | 2.25 | 6.00 | |
| | Red Pinocchio, page 18..... | 1.50 | 3.90 | |
| | Vogue, page 18..... | 2.00 | 5.25 | |
| | White Pinocchio, page 18..... | 1.50 | 3.90 | |

COLLECTIONS (Order by number)

| Quantity | CLIMBING ROSES | Each | 3 For | Total |
|----------|-------------------------------------|------|-------|-------|
| | Improved Blaze, page 23..... | 1.35 | ... | |
| | Cl. Cecile Brunner, page 23..... | 1.50 | 3.90 | |
| | Cl. Charlotte Armstrong, page 23... | 2.50 | 6.60 | |
| | Cl. Crimson Glory, page 23..... | 2.50 | 6.60 | |
| | Descanso Pillar, page 23..... | 2.00 | 5.25 | |
| | Cl. Etoile de Hollande, page 23.... | 1.35 | 3.75 | |
| | Cl. Goldilocks, page 23..... | 2.50 | 6.60 | |
| | Gold Rush, page 23..... | 1.35 | 3.75 | |
| | Cl. Hadley, page 23..... | 1.35 | 3.75 | |
| | High Noon, page 23..... | 2.50 | 6.60 | |
| | Cl. K. A. Victoria, page 23..... | 1.35 | 3.75 | |
| | Paul Scarlet, page 23..... | 1.35 | ... | |
| | Cl. Peace, page 23 | 2.00 | 5.25 | |
| | Cl. Picture, page 23..... | 2.00 | 5.25 | |
| | Cl. Pres. Herbert Hoover, page 23.. | 1.35 | 3.75 | |
| | Cl. Show Girl, page 23..... | 2.00 | 5.25 | |
| | Cl. Snowbird, page 23..... | 1.35 | 3.75 | |
| | Cl. Sutter's Gold, page 23..... | 2.50 | 6.60 | |
| | Cl. Talisman, page 23..... | 1.35 | 3.75 | |
| | Yellow Banksia, page 23..... | 1.50 | 3.90 | |

T R E E R O S E S (Order by name)

TOTAL

TOTAL

Georgia Customers Add 3% Sales Tax

The All-Time Old Favorites

NON-PATENTED HYBRID TEA ROSES

CONTRAST

The reverse side of the petals of this contrasting bicolor is a creamy yellow or white, while the face of the petal is orange-red.
\$1.25 each; 10 for \$10.00

COUNTESS VANDAL

Beautiful flowers with the outside of the petals pink and the inside copper and gold. Delightfully fragrant.
\$1.25 each; 10 for \$10.00

CRIMSON GLORY

 The most beautifully formed bud of all the red roses. Deep velvety crimson blooms are produced abundantly on low growing bushy plants. It has been voted the most fragrant rose by the American Rose Society.
\$1.25 each; 10 for \$10.00

DAINTY BESS

Everybody knows and loves this clear pink rose, with its single flowers and its bright crimson stamens. Blooms steadily all summer long.
\$1.25 each; 10 for \$10.00

ECLIPSE

Exquisite, long buds and abundant brilliant golden yellow blooms on vigorous, healthy, branching plants. Disease resistant foliage.
\$1.25 each; 10 for \$10.00

EDITOR McFARLAND

Deep pink blooms on vigorous, healthy, upright plants. The buds are beautifully sculptured with classic grace. Wiry, strong stems; excellent fragrance.
\$1.25 each; 10 for \$10.00

ETOILE DE HOLLANDE

An old favorite, famous for fragrance as well as color. Exceptionally beautiful deep scarlet buds develop perfectly on strong plants.
\$1.25 each; 10 for \$10.00

FRAU KARL DRUSCHKI

A hybrid perpetual instead of hybrid tea, which means that it grows both taller and more vigorously. Pure white, and long the standard of excellence in white roses.
\$1.25 each; 10 for \$10.00

GIRONA

Fragrant flowers of yellow so heavily streaked with glowing pink and red as to give an almost orange tone. Color varies with the weather.
\$1.25 each; 10 for \$10.00

GOLDEN HARVEST

Fully double clear yellow on strong stems. Prolific plants, with a steady succession of bloom from spring through the summer.
\$1.25 each; 10 for \$10.00

GOLDEN RAPTURE

Pure canary yellow with a lovely bud and fragrant open flowers. Vigorous.
\$1.25 each; 10 for \$10.00

KAISERIN AUGUSTE VIKTORIA

The favorite white in many gardens. Clusters of long beautiful buds last well and open to a double, really white rose.
\$1.25 each; 10 for \$10.00

TEN OF A KIND

The reason we offer such a favorable discount for ten roses in this group of old favorites is the fact that we can handle them cheaper that way. This special quantity price applies **only** when 10 of one kind are purchased. We can then give you original bundles of ten just as they are selected and tied right at the growing fields.

McGREDY'S SCARLET

Fine growth and glossy foliage make a solid foundation for this velvety crimson-scarlet, fragrant rose.
\$1.25 each; 10 for \$10.00

McGREDY'S YELLOW

Large, bright, buttercup yellow blooms of good doubleness and unfailing performance.
\$1.25 each; 10 for \$10.00

MRS. P. S. DUPONT

An old favorite deep yellow rose, with numerous well-shaped buds of very attractive shades. Low, compact growth.
\$1.25 each; 10 for \$10.00

PICTURE

The velvety rose-pink color of Picture is just one of the qualities which has endeared it to rosarians. The other is the fact that it has a form of reflexed petal quite distinct from all others. Long, charming buds.
\$1.25 each; 10 for \$10.00

PINK DAWN

Buds are deep rose with the flowers opening to a charming pink with an orange tinted base. Fragrant.
\$1.25 each; 10 for \$10.00

POINSETTIA

The fiery red color, as well as the upright growing and free blooming habits of this choice variety make it a "must" in your garden.
\$1.25 each; 10 for \$10.00

PRESIDENT HOOVER

Exquisite long reddish buds, with the flowers opening to a most gaudy and lively mixture of flame and yellow. Great big flowers, and great big bushes, tall and upright in growth. Give it plenty of room in your garden, but don't fail to have it there!
\$1.25 each; 10 for \$10.00

RADIANCE (PINK)

Original creation of this hardy, "fool proof" variety. Continuous production of two-tone pink blooms, delicious fragrance.
\$1.25 each; 10 for \$10.00

RED RADIANCE

One of the easiest of old favorites to grow. Light red buds open into bell-shaped flowers of rich fragrance. Hardy, prolific, free growing, and the illustrious parent of the new and fascinating rose Careless Love (see front cover).
\$1.25 each; 10 for \$10.00

THE DOCTOR

There's no question about the fact that you can grow the largest pink buds and flowers from this variety of any hybrid tea rose, but to do this you must feed the plants liberally. (Never use fertilizer when planting roses. Wait until they are growing well before starting regular feeding.) The silvery pink of this variety and its very intense perfume are world-famous. You'll be proud of this one!
\$1.25 each; 10 for \$10.00

Select Your Own Favorites

Collection No. 20

Choose from the list of old favorites roses on this page the six varieties you like best (or you may have more than one of a kind, so long as the total is six plants)—name them along with the collection number on the order blank.

Six Roses

Value \$7.50 — You Save \$1.00

\$6.50

Collection No. 21

Choose from the roses listed above on this page the twelve varieties you like best (or you may have more than one of a kind, so long as the total is twelve plants)—name them along with the collection number on the order blank.

Twelve Roses

Value \$15.00 — You Save \$2.50

\$12.50

ROSE CULTURE (Cont'd from page 4)

so the soil filters in well around the roots. If the soil is dry add water, but the trench does not have to be filled with wet, muddy water. See that the plants are at least 3 or 4 inches beneath the surface. Plants buried in this manner will keep well for a considerable period if the weather is not too warm.

Above all, when handling bare roots plants, be positive that the roots are never allowed to dry out. Once this has happened no amount of care will restore the plant.

Planting Your Roses

The rose bushes you receive from us have been pruned back to the approximate size best adapted to transplanting. No pruning should be done to the roots at all except to remove broken or damaged parts or to trim back an exceptionally long root which causes difficulty in planting. While your rose bush needs all the roots it has in order to get a good start, it is better to cut off that long root than to fold it back or curl it upward in the hole.

The tops of the plants should not be cut back any shorter than 12 to 14 inches here in the South, and in the case of the more vigorous varieties like President Hoover or Buccaneer canes 14 to 16 inches long are perfectly all right. However, weak or damaged canes should be cut out entirely. Prune to a healthy, outward-pointing bud eye.

Keep the roots moist at all times. A good way to insure this is to carry the plants immersed in a bucket of water while planting.

Now you are ready for the actual planting of the rose bush. Make a cone of earth in the center of the hole, sloping it to a 45-degree angle, tamping it firm and having the top of the cone about 4 inches below the general soil level. Place the center of the root system on top of this cone and spread the roots out in their natural position, pressing them firmly into the sides of the cone. Be sure the bud union (bulge on understock where top is budded on the stock) is at or slightly above the ground level. See the drawings on page 4. Cover the roots and pack in firmly, filling the hole at first only about half full of soil, then watering thoroughly, adding more soil and watering again until the hole is filled to about 2 inches below the general ground level.

Now make a 2-inch rim of soil around the entire plant at the edge of the nearly filled hole, creating a basin about two feet in diameter. Into this basin put a mulch 2 to 3 inches deep and composed of a fifty-fifty mixture of well composted dairy manure and crushed corn cobs or very old (8 to 10 years) sawdust. This mulch reduces evaporation, helps control weeds, and allows the feeder roots to come up near the surface of the soil just below the mulch so that even cold and inactive soils will grow very fine rose bushes. The mulch also acts as an insulator against extreme heat in summer and cold in winter, protecting the tender and important feeder roots.

Water every day until you feel that the plants are well established. Use a soil soaker like our Money Bag Soaker to get the water deep down where it will do some good. Do not rely on a sprinkler to do the job!

Feeding Your Roses

There are plenty of opinions on how and what to feed roses, with proponents of fish meal, chemical fertilizer mixtures, bat guano, compost, and various manures all ready to be heard. We have our opinion, too.

The feeding program we like best is a new one. I think that one of the greatest steps to more healthy, vigorous and productive plants has been accomplished by the development of foliage nutrients. By foliage feeding your plant absorbs food much faster and more completely than any other way, thereby producing more and better foliage and far more blooms with longer and stronger stems. And it makes feeding so much easier than the more laborious and messy methods of soil portioner which fastens between your garden hose and water faucet and meters the concentrated plant food right into your garden hose so that you feed and water in one easy operation.

The fertilizer we have found most efficient is Descanso Plant Food. It can be used either as a foliage food or applied in the regular way to soil. We have had several users tell us they have increased their production of blooms by 50% to 75%, with longer and stronger stems just by spraying Descanso Plant Food on the foliage every two weeks during the growing season.

As a supplement to the Descanso Plant Food, we suggest feeding 3 times during the blooming period with $\frac{1}{2}$ cup of superphosphate per plant. This might be done during the months of April, June and August.

Insects and Diseases

Regular spraying or dusting every week or two during the summer will keep your plants healthy and free of both insects and diseases. If you like to use spray (which leaves no visible residue on the leaves) then we recommend Isotox and Orthocide. If you prefer to use a dust, just one product is needed to control both insects and diseases—Ortho Rose Dust.

A yellowing of leaves on rose plants may be caused by excessive alkalinity, resulting in the inability of the plant to absorb food even though ample quantities are present. Iron chelates are a new discovered cure for this situation, with very rapid correction possible.

Pruning Your Roses

The best time to prune bush roses is during the latter part of February in the South. Cut back with sharp, clean, slanted cuts as indicated in the drawing on page 3. Climbing roses should not be pruned for the first two years, but from the third year on cut back all new growth one-third, right after the blooming period.

Dormant Rose Care

Just a little attention during the winter will prevent troubles in the spring and summer. No elaborate winter protection is needed for roses in the southland, but when they go dormant it is desirable to clean up old leaves which may carry over disease to the next season, and to spray with lime-sulphur, once in January and once in February before the leaves come out.

CLIMBING and PILLAR ROSES



DESCANSO PILLAR

IMPROVED BLAZE

Tremendous mass of scarlet, clustered blooms in spring, followed by occasional blooms during summer and fall. \$1.35 each; 10 for \$11.00

CL. CECILE BRUNNER

Dainty, small pink blooms of the Sweetheart Rose on long, vigorous canes. \$1.50 each; 3 for \$3.90

CL. CHARLOTTE ARMSTRONG

(Pat. 736) With the same large, dependable cerise flower, here's the South's favorite rose in climbing form. \$2.50 each; 3 for \$6.60

CL. CRIMSON GLORY

(Pat. 736) Climbing form of this favorite crimson rose. \$2.50 each; 3 for \$6.60

DESCANSO PILLAR

(Pat. 943) Clusters of fine golden pink flowers on an 8 foot pillar type plant. Excellent. \$2.00 each; 3 for \$5.25

CL. ETOILE DE HOLLANDE

A big, vigorous grower and one of the best of all red roses in the climbers. \$1.35 each; 3 for \$3.75

CL. GOLDILOCKS

(Pat. 1090) Big, 3½ inch bright yellow flowers. See page 17 for an illustration. \$2.50 each; 3 for \$6.60

GOLD RUSH

Deep orange buds splashed carmine, with open flowers the color of metallic gold. Fragrant. \$1.35 each; 3 for \$3.75

CL. HADLEY

A fine red, one of the most dependable in performance and the most fragrant. \$1.35 each; 3 for \$3.75

HIGH NOON

(Pat. 704) Clear, shining yellow flowers borne all season long on 7 to 9 foot plants. A true pillar rose. \$2.50 each; 3 for \$6.60

CL. K. A. VICTORIA

While Snowbird has more flowers K. A. Victoria is the one for you if you want big, ivory white blooms. \$1.35 each; 3 for \$3.75

PAUL SCARLET

Completely covered with a great profusion of vivid scarlet-red blooms in early spring. Ideal for fences, walls or porches. \$1.35 each; 10 for \$11.00

CL. PEACE

(Pat. 932) The same wonderful flowers on this climber as on the bush form. See picture on page 13. \$2.00 each; 3 for \$5.25

CL. PICTURE

(Pat. 524) Just about as nice a clear pink as you could want, as indicated by the picture on page 20. \$2.00 each; 3 for \$5.25

CL. PRES. HERBERT HOOVER

Great, big flowers in rose, gold and red. Exceptionally vigorous, long canes, and lots of bloom. \$1.35 each; 3 for \$3.75

CL. SHOW GIRL

(Pat. 892) Vigorous climber with very deep pink, perfectly formed buds. See illustration on page 9. \$2.00 each; 3 for \$5.25

CL. SNOWBIRD

Lots of very nicely formed pure white flowers with an excellent fragrance. Constant bloom. \$1.35 each; 3 for \$3.75

CL. SUTTER'S GOLD

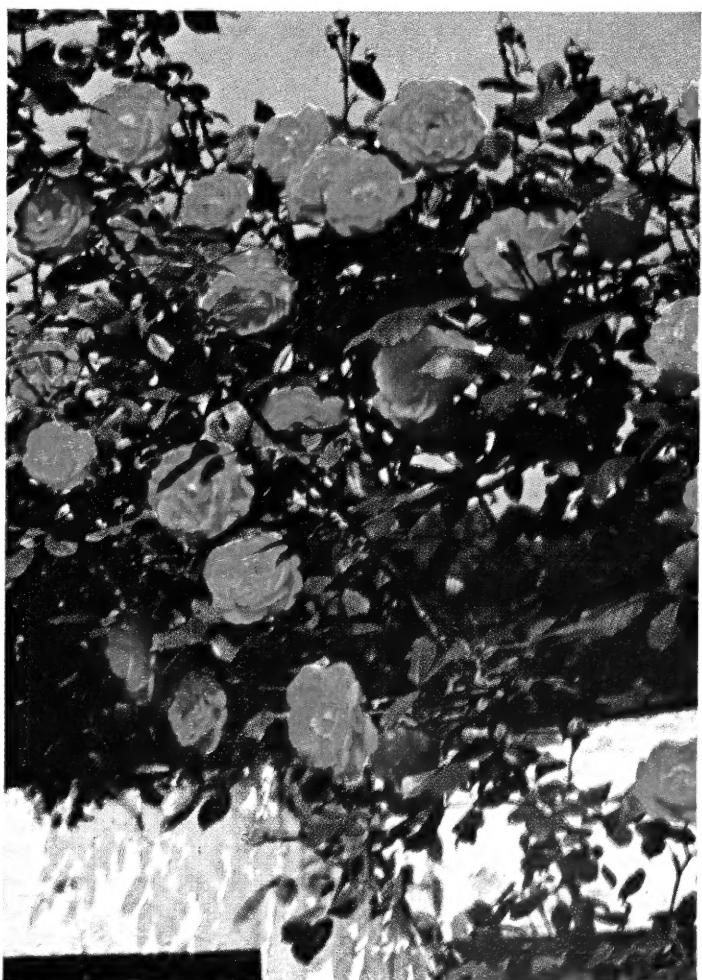
(Pat. 1185) Long buds splashed orange and red opening to yellow flowers with strong color and perfume. \$2.50 each; 3 for \$6.60

CL. TALISMAN

Buds and open flowers of lovely red and gold. A frequent bloomer with a pleasant tea fragrance. \$1.35 each; 3 for \$3.75

YELLOW BANKSIA

Great masses of yellow spring bloom on extremely rampant plants used as a ground cover or huge climber. \$1.50 each; 3 for \$3.90



CLIMBING HADLEY

Landscape with Floribundas



CHARLIE McCARTHY

CHARLIE McCARTHY

(P.A.F.) An excellent dwarf (18 in.) new floribunda with a never-ending display of small, double white flowers. Bright shiny foliage in a perfect mound shape so desirable for a border cuts as the perfect background for the 1½ to 2 in. flowers. Without doubt the best white yet introduced in this class and an ever-blooming border you will be proud to show for years to come.

\$2.00 each; 3 for \$5.25

REDCAP

(Pat. 1292) Fiery red blooms much larger than most floribundas on good, vigorous, 2 to 3 foot plants. This new rose makes a spectacle worth seeing, with tremendous clusters of bloom which opens as a bright scarlet and gradually deepens to a rich, velvety crimson, gaining in beauty as they age.

\$2.25 each; 3 for \$6.00

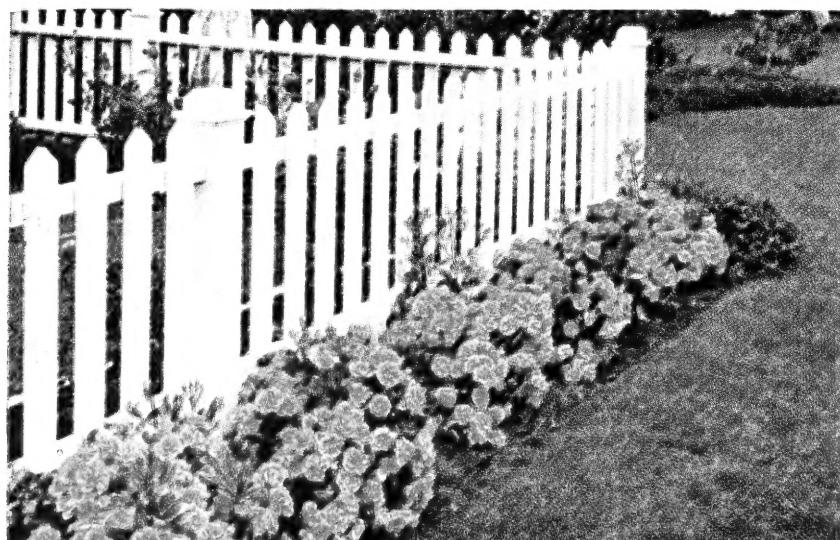
CHINA DOLL

(Pat. 678) How can anyone resist this jewel of a rose! As you can see by the illustration below it makes a perfect mound of china-rose little blooms. The plants are dwarf, only about 1½ feet high, but they are very healthy and mildew resistant and make one of the finest low borders you could possibly conceive. Blooms all season long, with the petals from old flowers dropping cleanly.

\$2.00 each; 3 for \$5.25; 25 for \$40.00



REDCAP



**GOLDEN
STATE
NURSERIES**

3616 Roswell Road N.W.
ATLANTA GEORGIA